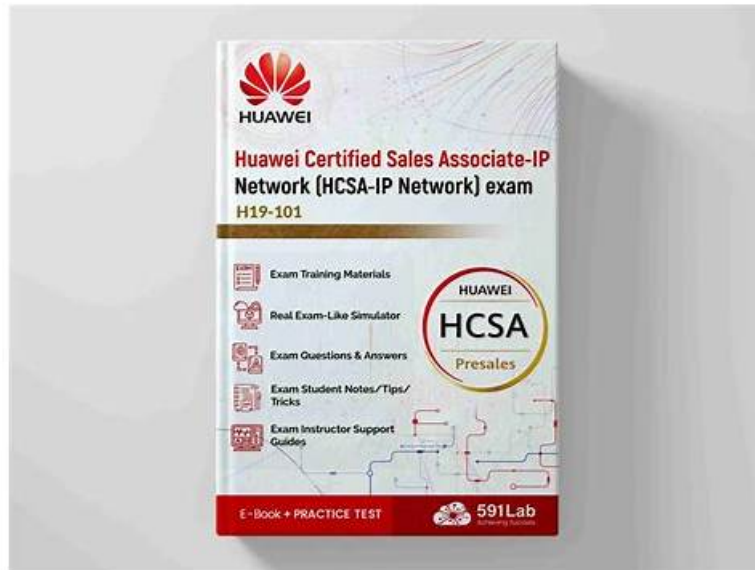


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Salesforce Sales-101 Exam Syllabus Topics:

Topic	Details
Topic 1	<ul style="list-style-type: none">Deal Management: This section of the exam measures skills of Account Executives and includes qualifying prospects, understanding customer strategies and challenges, and defining solution scope. It emphasizes presenting value propositions, addressing challenges to close deals, and securing customer commitment for formal contracts.
Topic 2	<ul style="list-style-type: none">Pipeline Management: This section of the exam measures skills of Sales Representatives and involves generating new pipeline opportunities, analyzing pipeline health, and ensuring data integrity. It also covers monitoring progression across sales stages and improving customer relevance.
Topic 3	<ul style="list-style-type: none">Customer Engagement: This section of the exam measures skills of Sales Representatives and focuses on building credibility through thought leadership, using multiple touchpoints to generate interest, and aligning solutions with customer needs. It also highlights the importance of nurturing relationships and driving product adoption for maximum value.

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Salesforce Certified Sales Foundations Sample Questions (Q69-Q74):

NEW QUESTION # 69

A sales representative wants to show a prospect the value of their product or service.

Which type of document should the sales rep provide to the prospect?

- A. Marketing whitepaper
- B. Whitespace analysis
- C. Sales proposal

Answer: C

Explanation:

A sales proposal is a document that outlines the benefits and features of a product or service, as well as the pricing and terms of the deal. A sales proposal is designed to persuade the prospect to buy from the sales rep by showing them the value of the solution and how it meets their needs. A sales proposal should be customized to the specific prospect and their situation, and should include a clear call to action. References:

* Sales Rep Training: Create Effective Selling Habits (Unit: Write Winning Sales Proposals)

* Cert Prep: Salesforce Certified Sales Representative (Unit: Sales Strategy and Planning)

NEW QUESTION # 70

A sales representative uses job titles as an indicator to qualify leads.

Which relevant information does the job title typically indicate about the lead to the sales rep?

- A. Whether the lead has sufficient buying power
- B. Whether the lead is engaged in the sales process
- C. Whether the lead is based within their region

Answer: A

Explanation:

Whether the lead has sufficient buying power is the relevant information that the job title typically indicates about the lead to the sales rep. A lead is a prospect who has shown interest in the product or service that the sales rep offers. A job title is a designation or position that a person holds in an organization or company. A job title helps to indicate whether the lead has sufficient buying power, which means that they have the authority or influence to make a purchase decision or approve a budget for the product or service.

NEW QUESTION # 71

A sales representative is using a creative problem-solving process to help their customer uncover breakthrough solutions.

What is the name of this approach?

- A. Design thinking
- B. Linear sales
- C. Agile methodology

Answer: A

Explanation:

Design thinking is a creative problem-solving process that involves understanding the customer's needs, challenges, and goals, and generating innovative solutions that address them. Design thinking is based on five stages: empathize, define, ideate, prototype, and test. By using design thinking, sales representatives can help their customers discover new possibilities, overcome obstacles, and create value. References:

* Cert Prep: Salesforce Certified Sales Representative, unit "Use Design Thinking to Solve Customer Problems".

* What is Design Thinking? - updated 2024 | IxDF

* Design thinking, explained | MIT Sloan

NEW QUESTION # 72

How can the sales rep work with marketing to improve the health of their pipeline?

- A. Focus on behaviors and attributes that define a quality lead.
- B. Expand the number of channels to reach more prospects.
- C. Broaden the scope of the prospect profile.

Answer: A

Explanation:

Focusing on behaviors and attributes that define a quality lead is a way that the sales rep can work with marketing to improve the health of their pipeline. A quality lead is a prospect who has shown interest in the product, has a need or problem that the product can solve, has the authority and budget to make a purchase decision, and is ready to buy within a reasonable time frame. Focusing on quality leads helps to increase conversion rates, reduce salescycles, and optimize resources. References: <https://www.salesforce.com/resources/articles/lead-generation/#lead-generation-strategies>

NEW QUESTION # 73

A sales representative delivers a proposal and is checking in with the prospect on the perceived value and alignment. At which stage are they in the sales process?

- A. Confirm
- B. Collaborate
- C. Connect

Answer: A

Explanation:

Confirming is the stage in the sales process where the sales representative delivers the proposal and checks in with the prospect on the perceived value and alignment. This stage is also known as the presentation or proposal stage, and it involves demonstrating how the solution meets the prospect's needs, goals, and challenges, and addressing any objections or concerns. The sales representative should also confirm the decision criteria, timeline, and next steps with the prospect, and ask for their commitment to move forward. Connecting is the stage where the sales representative identifies and reaches out to potential prospects, and establishes rapport and trust. Collaborating is the stage where the sales representative works with the prospect to understand their situation, needs, and desired outcomes, and co-creates a solution that fits their requirements. References: Certification - Sales Representative - Trailhead, [Sales Rep Training: Create Effective Selling Habits - Trailhead]

NEW QUESTION # 74

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